

ORDER



WAVY

Orders
Order / Rev: 216697
Alt Order #: 06865719
Product Desc: 10/24-10/30 American Crossroads
Estimate: 1257
Flight Dates: 10/24/12 - 10/30/12
Original Date / Rev: 10/23/12 / 10/23/12
Order Type: REG

Primary AE: Petry Philadelphia
Sales Office: P-PHI
Sales Region: Nat

Agency
Name: Crossroads Media LLC
Buying Contact:
Billing Contact:
 66 Canal Center Plaza
 Alexandria, VA 22314

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: POL/American Crossroads
Demographic: A35+
Product Codes: PL2
Priority: P1
Revenue Codes: AGY, POL, POL-ISS

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID: IN16688/TO1709
Agency External ID: IN7573/AU3290/TO1672/AL2022/SP791

Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount |
|------------|----------|---------|--------------|-------------|
| 10/01/12 | 10/28/12 | 32 | \$70,300.00 | \$59,755.00 |
| 10/29/12 | 10/30/12 | 18 | \$27,850.00 | \$23,672.50 |

Totals

| Month | # Spots | Gross Amount | Net Amount | Rating |
|---------------|-----------|--------------------|--------------------|-------------|
| October 2012 | 32 | \$70,300.00 | \$59,755.00 | 0.00 |
| November 2012 | 18 | \$27,850.00 | \$23,672.50 | 0.00 |
| Totals | 50 | \$98,150.00 | \$83,427.50 | 0.00 |

Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date | Order % |
|--------------------|--------------|--------------|-------------------------------|---------|
| Petry Philadelphia | | | Start Of Order - End Of Order | 100% |

Order Share

| | Share | Total |
|--------|-------|--------------|
| WAVY | 31% | \$98,150.00 |
| Market | 100% | \$316,612.90 |

Competitive Share

| | Share | Total |
|-------|-------|--------------|
| CABLE | 0% | \$0.00 |
| NFLWS | 0% | \$0.00 |
| UNKWN | 0% | \$0.00 |
| WGNT | 1% | \$3,166.13 |
| WHRO | 0% | \$0.00 |
| WPEN | 0% | \$0.00 |
| WPXV | 0% | \$0.00 |
| WTKR | 18% | \$56,990.32 |
| WTVZ | 0% | \$0.00 |
| WVBT | 3% | \$9,498.39 |
| WVEC | 47% | \$148,808.06 |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|--|------|-------------------|-----------------|---------------------|-------|----------------|-------------------|-----|-------|-------------|-----|---------------|------|-------|------------|
| E 1 | WAVY | 10/25/12 | 10/25/12 | WAVY News @ Sunrise | CM | 5a-6a | ---T--- | :30 | 1 | \$2,000.00 | P1 | 0.00 | NM | 1 | \$2,000.00 |
| WAVY News @ Sunrise WAVY NEWS-5A REVISE RATE TO CLEAR REVISE RATE TO CLEAR | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | ---T--- | | | 1 | | | \$2,000.00 | | 0.00 | | | |

Order / Rev: 216697
 Alt Order #: 06865719
 Flight Dates: 10/24/12 - 10/30/12

Advertiser: POL/American Crossroads
 Product Desc: 10/24-10/30 American Crossroads
 Estimate: 1257
WAVY

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|--------------------------------------|------|-------------------|-----------------|---------------------|-------|----------------|---------|-----|-------------------|-------------|-----|---------------|------|-------|------------|
| REVISE RATE TO CLEAR | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | -----S | | | | | 1 | \$1,000.00 | | 0.00 | | | |
| E 12 | WAVY | 10/24/12 | 10/24/12 | Today Show 2 | CM | 9a-10a | --W---- | :30 | 1 | \$1,500.00 | P1 | 0.00 | NM | 1 | \$1,500.00 |
| | | | | Today Show 2 | | | | | | | | | | | |
| TODAY SHW2-NBC REVISE RATE TO CLEAR | | | | | | | | | | | | | | | |
| REVISE RATE TO CLEAR | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | --W---- | | | | | 1 | \$1,500.00 | | 0.00 | | | |
| E 13 | WAVY | 10/26/12 | 10/26/12 | Today Show 2 | CM | 9a-10a | ----F-- | :30 | 1 | \$1,500.00 | P1 | 0.00 | NM | 1 | \$1,500.00 |
| | | | | Today Show 2 | | | | | | | | | | | |
| TODAY SHW2-NBC REVISE RATE TO CLEAR | | | | | | | | | | | | | | | |
| REVISE RATE TO CLEAR | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | ----F-- | | | | | 1 | \$1,500.00 | | 0.00 | | | |
| E 14 | WAVY | 10/30/12 | 10/30/12 | Today Show 2 | CM | 9a-10a | -T----- | :30 | 1 | \$1,500.00 | P1 | 0.00 | NM | 1 | \$1,500.00 |
| | | | | Today Show 2 | | | | | | | | | | | |
| TODAY SHW2-NBC REVISE RATE TO CLEAR | | | | | | | | | | | | | | | |
| REVISE RATE TO CLEAR | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | -T----- | | | | | 1 | \$1,500.00 | | 0.00 | | | |
| E 15 | WAVY | 10/25/12 | 10/25/12 | Today Show 3 | CM | 10a-11a | ---T--- | :30 | 1 | \$1,000.00 | P1 | 0.00 | NM | 1 | \$1,000.00 |
| | | | | Today Show 3 | | | | | | | | | | | |
| TODAY SHW3-NBC REVISE RATE TO CLEAR | | | | | | | | | | | | | | | |
| REVISE RATE TO CLEAR | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | ---T--- | | | | | 1 | \$1,000.00 | | 0.00 | | | |
| E 16 | WAVY | 10/29/12 | 10/29/12 | Today Show 3 | CM | 10a-11a | M----- | :30 | 1 | \$1,000.00 | P1 | 0.00 | NM | 1 | \$1,000.00 |
| | | | | Today Show 3 | | | | | | | | | | | |
| TODAY SHW3-NBC REVISE RATE TO CLEAR | | | | | | | | | | | | | | | |
| REVISE RATE TO CLEAR | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | M----- | | | | | 1 | \$1,000.00 | | 0.00 | | | |
| E 17 | WAVY | 10/24/12 | 10/24/12 | Hampton Roads Show | CM | 11a-12p | --W---- | :30 | 1 | \$300.00 | P1 | 0.00 | NM | 1 | \$300.00 |
| | | | | Hampton Roads Show | | | | | | | | | | | |
| HAMPTN RDS SHW REVISE RATE TO CLEAR | | | | | | | | | | | | | | | |
| REVISE RATE TO CLEAR | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | --W---- | | | | | 1 | \$300.00 | | 0.00 | | | |
| E 18 | WAVY | 10/26/12 | 10/26/12 | Hampton Roads Show | CM | 11a-12p | ----F-- | :30 | 1 | \$300.00 | P1 | 0.00 | NM | 1 | \$300.00 |
| | | | | Hampton Roads Show | | | | | | | | | | | |
| HAMPTN RDS SHW REVISE RATE TO CLEAR | | | | | | | | | | | | | | | |
| REVISE RATE TO CLEAR | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | ----F-- | | | | | 1 | \$300.00 | | 0.00 | | | |
| E 19 | WAVY | 10/30/12 | 10/30/12 | Hampton Roads Show | CM | 11a-12p | -T----- | :30 | 1 | \$300.00 | P1 | 0.00 | NM | 1 | \$300.00 |
| | | | | Hampton Roads Show | | | | | | | | | | | |
| HAMPTN RDS SHW REVISE RATE TO CLEAR | | | | | | | | | | | | | | | |
| REVISE RATE TO CLEAR | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | -T----- | | | | | 1 | \$300.00 | | 0.00 | | | |
| E 20 | WAVY | 10/25/12 | 10/25/12 | WAVY News 10 @ Noon | CM | 12p-1p | ---T--- | :30 | 1 | \$600.00 | P1 | 0.00 | NM | 1 | \$600.00 |
| | | | | News 10 @ Noon | | | | | | | | | | | |
| WAVY NEWS10-NN< REVISE RATE TO CLEAR | | | | | | | | | | | | | | | |
| REVISE RATE TO CLEAR | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | ---T--- | | | | | 1 | \$600.00 | | 0.00 | | | |
| E 21 | WAVY | 10/29/12 | 10/29/12 | WAVY News 10 @ Noon | CM | 12p-1p | M----- | :30 | 1 | \$600.00 | P1 | 0.00 | NM | 1 | \$600.00 |
| | | | | News 10 @ Noon | | | | | | | | | | | |
| WAVY NEWS10-NN< REVISE RATE TO CLEAR | | | | | | | | | | | | | | | |
| REVISE RATE TO CLEAR | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | M----- | | | | | 1 | \$600.00 | | 0.00 | | | |

Order / Rev: 216697
 Alt Order #: 06865719
 Flight Dates: 10/24/12 - 10/30/12

Advertiser: POL/American Crossroads
 Product Desc: 10/24-10/30 American Crossroads
 Estimate: 1257

WAVY

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|-------|------|-------------------|-----------------|---|-------------------|----------------|-------------|-----|---------------|------------|-----|------|------|-------|------------|
| E 22 | WAVY | 10/24/12 | 10/24/12 | Days of Our Lives Days of Our Lives DAYS-OUR LIVES REVISE RATE TO CLEAR REVISE RATE TO CLEAR | CM | 1p-2p | --W---- | :30 | 1 | \$800.00 | P1 | 0.00 | NM | 1 | \$800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/22/12 | 10/28/12 | --W---- | 1 | | \$800.00 | | 0.00 | | | | | | |
| E 23 | WAVY | 10/26/12 | 10/26/12 | Days of Our Lives Days of Our Lives DAYS-OUR LIVES REVISE RATE TO CLEAR REVISE RATE TO CLEAR | CM | 1p-2p | ----F-- | :30 | 1 | \$800.00 | P1 | 0.00 | NM | 1 | \$800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/22/12 | 10/28/12 | ----F-- | 1 | | \$800.00 | | 0.00 | | | | | | |
| E 24 | WAVY | 10/30/12 | 10/30/12 | Days of Our Lives Days of Our Lives DAYS-OUR LIVES REVISE RATE TO CLEAR REVISE RATE TO CLEAR | CM | 1p-2p | -T----- | :30 | 1 | \$800.00 | P1 | 0.00 | NM | 1 | \$800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/29/12 | 11/04/12 | -T----- | 1 | | \$800.00 | | 0.00 | | | | | | |
| E 25 | WAVY | 10/25/12 | 10/25/12 | M-F 2-3p The Doctors DOCTORS< REVISE RATE TO CLEAR REVISE RATE TO CLEAR | CM | 2-3p | ---T--- | :30 | 1 | \$300.00 | P1 | 0.00 | NM | 1 | \$300.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/22/12 | 10/28/12 | ---T--- | 1 | | \$300.00 | | 0.00 | | | | | | |
| E 26 | WAVY | 10/29/12 | 10/29/12 | M-F 2-3p The Doctors DOCTORS< REVISE RATE TO CLEAR REVISE RATE TO CLEAR | CM | 2-3p | M----- | :30 | 1 | \$300.00 | P1 | 0.00 | NM | 1 | \$300.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/29/12 | 11/04/12 | M----- | 1 | | \$300.00 | | 0.00 | | | | | | |
| E 27 | WAVY | 10/24/12 | 10/24/12 | M-F 3-4p Maury Povich MAURY POVICH< REVISE RATE TO CLEAR REVISE RATE TO CLEAR | CM | 3p-4p | --W---- | :30 | 1 | \$500.00 | P1 | 0.00 | NM | 1 | \$500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/22/12 | 10/28/12 | --W---- | 1 | | \$500.00 | | 0.00 | | | | | | |
| E 28 | WAVY | 10/26/12 | 10/26/12 | M-F 3-4p Maury Povich MAURY POVICH< REVISE RATE TO CLEAR REVISE RATE TO CLEAR | CM | 3p-4p | ----F-- | :30 | 1 | \$500.00 | P1 | 0.00 | NM | 1 | \$500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/22/12 | 10/28/12 | ----F-- | 1 | | \$500.00 | | 0.00 | | | | | | |
| E 29 | WAVY | 10/30/12 | 10/30/12 | M-F 3-4p Maury Povich MAURY POVICH< REVISE RATE TO CLEAR REVISE RATE TO CLEAR | CM | 3p-4p | -T----- | :30 | 1 | \$500.00 | P1 | 0.00 | NM | 1 | \$500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/29/12 | 11/04/12 | -T----- | 1 | | \$500.00 | | 0.00 | | | | | | |
| E 30 | WAVY | 10/25/12 | 10/25/12 | M-F 4-5p M-F 4-5p ANDERSON< REVISE RATE TO CLEAR REVISE RATE TO CLEAR | CM | 4p-5p | ---T--- | :30 | 1 | \$800.00 | P1 | 0.00 | NM | 1 | \$800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/22/12 | 10/28/12 | ---T--- | 1 | | \$800.00 | | 0.00 | | | | | | |
| E 31 | WAVY | 10/29/12 | 10/29/12 | M-F 4-5p M-F 4-5p ANDERSON< REVISE RATE TO CLEAR REVISE RATE TO CLEAR | CM | 4p-5p | M----- | :30 | 1 | \$800.00 | P1 | 0.00 | NM | 1 | \$800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/29/12 | 11/04/12 | M----- | 1 | | \$800.00 | | 0.00 | | | | | | |
| E 32 | WAVY | 10/24/12 | 10/24/12 | WAVY News 10 @5p News 10 @5p WAVY NEWS10-5< REVISE RATE TO CLEAR | CM | 5p-530p | --W---- | :30 | 1 | \$2,500.00 | P1 | 0.00 | NM | 1 | \$2,500.00 |

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 Flight Dates: 10/24/12 - 10/30/12

Advertiser: POL/American Crossroads
 Product Desc: 10/24-10/30 American Crossroads
 Estimate: 1257

WAVY

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|--------------------------------------|------|-------------------|-----------------|--|-------|----------------|---------|-----|-------------------|-------------|-----|---------------|------|-------|------------|
| REVISE RATE TO CLEAR | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | --W---- | | | | | 1 | \$2,500.00 | | 0.00 | | | |
| E 33 | WAVY | 10/26/12 | 10/26/12 | WAVY News 10 @5p News 10 @5p | CM | 5p-530p | ----F-- | :30 | 1 | \$2,500.00 | P1 | 0.00 | NM | 1 | \$2,500.00 |
| WAVY NEWS10-5< REVISE RATE TO CLEAR | | | | | | | | | | | | | | | |
| REVISE RATE TO CLEAR | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | ----F-- | | | | | 1 | \$2,500.00 | | 0.00 | | | |
| E 34 | WAVY | 10/30/12 | 10/30/12 | WAVY News 10 @5p News 10 @5p | CM | 5p-530p | -T----- | :30 | 1 | \$2,500.00 | P1 | 0.00 | NM | 1 | \$2,500.00 |
| WAVY NEWS10-5< REVISE RATE TO CLEAR | | | | | | | | | | | | | | | |
| REVISE RATE TO CLEAR | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | -T----- | | | | | 1 | \$2,500.00 | | 0.00 | | | |
| E 35 | WAVY | 10/25/12 | 10/25/12 | WAVY News 10 @530p News 10 @530p | CM | 530p-6p | ---T--- | :30 | 1 | \$2,500.00 | P1 | 0.00 | NM | 1 | \$2,500.00 |
| WAVY10NWS-5.30< REVISE RATE TO CLEAR | | | | | | | | | | | | | | | |
| REVISE RATE TO CLEAR | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | ---T--- | | | | | 1 | \$2,500.00 | | 0.00 | | | |
| E 36 | WAVY | 10/29/12 | 10/29/12 | WAVY News 10 @530p News 10 @530p | CM | 530p-6p | M----- | :30 | 1 | \$2,500.00 | P1 | 0.00 | NM | 1 | \$2,500.00 |
| WAVY10NWS-5.30< REVISE RATE TO CLEAR | | | | | | | | | | | | | | | |
| REVISE RATE TO CLEAR | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | M----- | | | | | 1 | \$2,500.00 | | 0.00 | | | |
| E 37 | WAVY | 10/24/12 | 10/24/12 | WAVY News 10 @6p News 10 @6p | CM | 6p-630p | --W---- | :30 | 1 | \$3,200.00 | P1 | 0.00 | NM | 1 | \$3,200.00 |
| WAVY NEWS10-6< REVISE RATE TO CLEAR | | | | | | | | | | | | | | | |
| REVISE RATE TO CLEAR | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | --W---- | | | | | 1 | \$3,200.00 | | 0.00 | | | |
| E 38 | WAVY | 10/26/12 | 10/26/12 | WAVY News 10 @6p News 10 @6p | CM | 6p-630p | ----F-- | :30 | 1 | \$3,200.00 | P1 | 0.00 | NM | 1 | \$3,200.00 |
| WAVY NEWS10-6< REVISE RATE TO CLEAR | | | | | | | | | | | | | | | |
| REVISE RATE TO CLEAR | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | ----F-- | | | | | 1 | \$3,200.00 | | 0.00 | | | |
| E 39 | WAVY | 10/30/12 | 10/30/12 | WAVY News 10 @6p News 10 @6p | CM | 6p-630p | -T----- | :30 | 1 | \$3,200.00 | P1 | 0.00 | NM | 1 | \$3,200.00 |
| WAVY NEWS10-6< REVISE RATE TO CLEAR | | | | | | | | | | | | | | | |
| REVISE RATE TO CLEAR | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | -T----- | | | | | 1 | \$3,200.00 | | 0.00 | | | |
| E 40 | WAVY | 10/27/12 | 10/27/12 | WAVY News 10 Sat 6p WAVY News 10 Sat 6p | CM | 6p-630p | -----S- | :30 | 1 | \$1,500.00 | P1 | 0.00 | NM | 1 | \$1,500.00 |
| AVG. ALL WKS REVISE RATE TO CLEAR | | | | | | | | | | | | | | | |
| REVISE RATE TO CLEAR | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | -----S- | | | | | 1 | \$1,500.00 | | 0.00 | | | |
| E 41 | WAVY | 10/28/12 | 10/28/12 | WAVY News 10 Sun 6p WAVY News 10 Sun 6p | CM | 6p-7p | -----S | :30 | 1 | \$1,500.00 | P1 | 0.00 | NM | 1 | \$1,500.00 |
| WAVY NW10 SUN1 REVISE RATE TO CLEAR | | | | | | | | | | | | | | | |
| REVISE RATE TO CLEAR | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | -----S | | | | | 1 | \$1,500.00 | | 0.00 | | | |
| E 42 | WAVY | 10/25/12 | 10/25/12 | M-F 7-730p M-F 7-730p | CM | 7-730p | ---T--- | :30 | 1 | \$2,000.00 | P1 | 0.00 | NM | 1 | \$2,000.00 |
| ENT TONIGHT 30< REVISE RATE TO CLEAR | | | | | | | | | | | | | | | |
| REVISE RATE TO CLEAR | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | ---T--- | | | | | 1 | \$2,000.00 | | 0.00 | | | |

Order / Rev: 216697
 Alt Order #: 06865719
 Flight Dates: 10/24/12 - 10/30/12

Advertiser: POL/American Crossroads
 Product Desc: 10/24-10/30 American Crossroads
 Estimate: 1257

WAVY

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|--------|-------|-------------------|-----------------|---|-------|-------------------|---------|-----|-------|-------------|-----|---------------|------|-------|-------------|
| E 43 | WAVY | 10/29/12 | 10/29/12 | M-F 7-730p M-F 7-730p ENT TONIGHT 30< REVISE RATE TO CLEAR REVISE RATE TO CLEAR | CM | 7-730p | M----- | :30 | 1 | \$2,000.00 | P1 | 0.00 | NM | 1 | \$2,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | Week: | 10/29/12 | 11/04/12 | M----- | | 1 | | | | \$2,000.00 | | 0.00 | | | |
| E 44 | WAVY | 10/24/12 | 10/24/12 | M-F 730-8p M-F 730-8p INSIDER< REVISE RATE TO CLEAR REVISE RATE TO CLEAR | CM | 730-8p | --W---- | :30 | 1 | \$2,000.00 | P1 | 0.00 | NM | 1 | \$2,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | Week: | 10/22/12 | 10/28/12 | --W---- | | 1 | | | | \$2,000.00 | | 0.00 | | | |
| E 45 | WAVY | 10/26/12 | 10/26/12 | M-F 730-8p M-F 730-8p INSIDER< REVISE RATE TO CLEAR REVISE RATE TO CLEAR | CM | 730-8p | ----F-- | :30 | 1 | \$2,000.00 | P1 | 0.00 | NM | 1 | \$2,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | Week: | 10/22/12 | 10/28/12 | ----F-- | | 1 | | | | \$2,000.00 | | 0.00 | | | |
| E 46 | WAVY | 10/30/12 | 10/30/12 | M-F 730-8p M-F 730-8p INSIDER< REVISE RATE TO CLEAR REVISE RATE TO CLEAR | CM | 730-8p | -T----- | :30 | 1 | \$2,000.00 | P1 | 0.00 | NM | 1 | \$2,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | Week: | 10/29/12 | 11/04/12 | -T----- | | 1 | | | | \$2,000.00 | | 0.00 | | | |
| E 47 | WAVY | 10/26/12 | 10/26/12 | Fri Hour 3 Friday 10p-11p DATELINE FR-NBC REVISE RATE TO CLEAR REVISE RATE TO CLEAR | CM | 10p-11p | ----F-- | :30 | 1 | \$3,000.00 | P1 | 0.00 | NM | 1 | \$3,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | Week: | 10/22/12 | 10/28/12 | ----F-- | | 1 | | | | \$3,000.00 | | 0.00 | | | |
| E 48 | WAVY | 10/28/12 | 10/28/12 | NFL Football NFL Football NBC SUN-FTBL< REVISE RATE TO CLEAR REVISE RATE TO CLEAR | CM | NFL Football | -----S | :30 | 1 | \$20,000.00 | P1 | 0.00 | NM | 1 | \$20,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | Week: | 10/22/12 | 10/28/12 | -----S | | 1 | | | | \$20,000.00 | | 0.00 | | | |
| E 49 | WAVY | 10/29/12 | 10/29/12 | Late Night/Jimmy Fallon Late Night w/Jimmy Fallon ADD TO SKED JIMMY FALLON ADD TO SKED | CM | 1237a-136a | M----- | :30 | 1 | \$350.00 | P1 | 0.00 | NM | 1 | \$350.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | Week: | 10/29/12 | 11/04/12 | M----- | | 1 | | | | \$350.00 | | 0.00 | | | |
| E 50 | WAVY | 10/27/12 | 10/27/12 | Sa 7-8p Sa 7-8p ADD TO SKED ET THIS WEEK ADD TO SKED | CM | 7p-8p | -----S- | :30 | 1 | \$500.00 | P1 | 0.00 | NM | 1 | \$500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | Week: | 10/22/12 | 10/28/12 | -----S- | | 1 | | | | \$500.00 | | 0.00 | | | |
| Totals | | | | | | | | | | | | | | 50 | \$98,150.00 |